This listing of claims will replace all prior versions, and listings, of claims in the application:

<u>Listing of Claims</u>:

Claim 1 (Currently Amended): A system for providing access to primary media content in digital form, comprising:

a server network comprising a download management server, a customer database storing user information, and a primary content database storing primary media content;

a client console connectable for establishing a communications link through a bi-directional communications network to said download management server, said client console generating a user identifier; and

a detachable storage media installable in said client console, said detachable storage media having a data structure thereon comprising a plurality of auxiliary media content items, and a plurality of trigger data items logically associated, respectively, with each of said auxiliary media content items, the plurality of auxiliary media content items being comprised of advertisements,

wherein said user identifier is uploaded to said download management server to enable access to specified content in said primary media content database, and said user information is downloaded into said client console, said client console comparing said downloaded user information with a trigger data item for each of said auxiliary media content items to determine which of said auxiliary media content items are to be loaded and queued for playback to trigger execution of specified auxiliary media content items based on comparison of said user information with said trigger data items.

Claim 2 (Original): The system according to claim 1, wherein said user identifier comprises a media ID identifying said detachable storage media.

Claim 3 (Original): The system according to claim 1, wherein said specified content comprises a portion of an overall set of primary contents stored in said contents database, and wherein said user identifier serves to limit access to said specified content only.

Claim 4 (Original): The system according to claim 1, wherein said data structure comprises an authentication code for authenticating access to the download management server.

Claim 5 (Original): The system according to claim 4, wherein said specified content

comprises a portion of an overall set of primary contents stored in said contents database, and wherein said authentication code authenticates access to the download management server which is responsible for providing access to said specified content.

Claim 6 (Original): The system according to claim 1, wherein said data structure further comprises a data indicator indicating that said detachable storage media is operable through connection to said bi-directional communications network.

Claim 7 (Original): The system according to claim 6, wherein said data indicator comprises one of a program for providing network access and a code which causes execution of a program stored in said client console for providing network access.

Claim 8 (Original): The system according to claim 1, wherein said client console further comprises a local fixed storage device disposed internally or externally of said client console, wherein said specified primary media content is downloaded onto said fixed storage device.

Claim 9 (Currently Amended): A method for delivery of primary media content in digital form through a bi-directional communications network, together with auxiliary media content comprised of advertisements stored on a detachable storage media, comprising the steps of:

establishing a communications link between a client console and a download management server through said bi-directional communications network, said client console having said detachable storage media detachably installed therein;

transmitting user identifier data contained on a local storage media and a request for primary media content to said download management server, in order to retrieve said primary media content from a contents database and to retrieve user information from a customer database;

downloading into said local storage media of said client console from said download management server said primary media content and said user information;

accessing said auxiliary media content comprised of advertisements stored on said detachable storage media on the basis of said user information retrieved from said customer database, the accessing of said auxiliary media content including comparing said <u>downloaded</u> user information with trigger data ~~logically associated with one or more auxiliary content items making up said~~ <u>for each item of</u> auxiliary media content <u>to determine which auxiliary</u>

media content items are to be loaded and queued for playback;

      selectively overriding playback of said auxiliary content, for enabling viewing of solely the primary media content downloaded from said download management server;

      storing a record of the auxiliary content viewed using said client console; and

      uploading said record to said download management server.

Claim 10 (Original): The method according to claim 9, wherein said user identifier data comprises a media ID identifying said detachable storage media and said local storage media further contains an authentication code which enables access to said download management server, further comprising the step of receiving said media ID and said authentication code in said download management server, wherein one of said authentication code and said media ID serves to limit access to specified content only from among said primary media content.

Claim 11 (Canceled).

Claim 12 (Original): The method according to claim 9, wherein said step of downloading into said client console from said download management server comprises storing said primary media content on a local fixed storage device disposed internally or externally of said client console.

Claim 13 (Currently Amended): A method of operating a client console having a detachable storage media installable therein while connecting with a download management server through a bi-directional communications network, comprising the steps of:

      determining whether said detachable storage media requires connection to said bi-directional communications network for operation in said client console, said detachable storage media having auxiliary <u>media</u> content comprised of advertisements stored thereon;

      establishing a communications link between a client console and the download management server through said bi-directional communications network, if it is determined that the detachable storage media requires connection to said bi-directional communications network;

      transmitting user identifier data contained on said detachable storage media and a request for primary media content to said download management server;

      downloading requested primary media content and user information from said

download management server;

comparing said user information with trigger data for each ~~logically associated with an~~ auxiliary media content item stored on said detachable storage media to determine which auxiliary media content items are to be loaded and queued for playback;

determining whether a control function of said client console is enabled for permitting viewing of said auxiliary media content;

extracting and loading said auxiliary media content item for which the associated trigger data matches said user information, if it is determined that said control function is enabled;

executing playback of said auxiliary media content item;

creating a record indicating playback of at least one auxiliary media content item, if said auxiliary media content item is played using said client console; and

uploading said record to said download management server.

Claim 14 (Currently Amended): The method according to claim 13, further comprising a step of continuously polling to determine whether the user overrides playback of said auxiliary media content during execution of said primary content.

Claim 15 (Original): The method according to claim 14, wherein said step of creating a record comprises updating said record if said control function of said client console is first disabled and then enabled.

Claim 16 (Currently Amended): The method according to claim 15, wherein said step of uploading said record to said download management server occurs after playback of each item of auxiliary media content.

Claim 17 (Currently Amended): The method according to claim 15, wherein said step of uploading said record to said download management server occurs after playback of an item of primary media content.

Claim 18 (Original): The method according to claim 15, wherein said step of uploading said record to said download management server occurs during a log off procedure to disconnect said client console from said download management server.

Claim 19 (Original): The method according to claim 13, wherein said user identifier data comprises a media ID identifying said detachable storage media, and further comprising the steps of prompting the user for said user information and associating said user information with said media ID.

Claims 20 and 21 (Canceled).

Claim 22 (Currently Amended): A console used in conjunction with a storage media having a data structure thereon comprising trigger data corresponding to user information, a plurality of auxiliary media content items each associated with said trigger data, said plurality of auxiliary media content items being comprised of advertisements, a media ID for identifying said storage media, and an authentication code for authenticating access to a server via a network, wherein said console comprises:

      logic for reading said authentication code and said media ID of said storage media installed in said console;

      logic for sending said authentication code and/or said media ID to said server via said network;

      logic for receiving primary <u>media</u> content and user information from said server and <u>comparing said user information with trigger data for each</u> ~~loading an~~ auxiliary <u>media</u> content item <u>to determine which auxiliary media content item is to be loaded and queued for playback</u> ~~selected from said plurality of auxiliary content items stored in said storage media, said selected auxiliary content item being associated with said trigger data corresponding to said user information so that said auxiliary content item is customized to said user information~~; and

      logic for outputting said auxiliary <u>media</u> content item.

Claim 23 (Previously Presented): A console according to claim 22, wherein network access software for establishing connection to said network is stored in said storage media or a memory of said console.

Claim 24 (Currently Amended): A console according to claim 22, wherein said console further comprises means for enabling said user to decide whether or not to view said auxiliary <u>media</u> content item.

Claim 25 (Currently Amended): A console according to claim 22, wherein said console further comprises means for sending a record of said outputted auxiliary <u>media</u> content item to said server via said network.

Claims 26-28 (Canceled).

Claim 29 (Currently Amended): A method of assessing a fee for auxiliary content comprised of advertisements stored on a detachable storage media to an auxiliary content provider comprising the steps of:

establishing a communications link between a client console and a server through a communications network, said client console having said storage media detachably installed therein;

transmitting user identifier data contained on said detachable storage media to said server, in order to retrieve user information from a customer database;

downloading said user information from said customer database of said server to said client console;

accessing said auxiliary content stored on said detachable storage media on the basis of said user information retrieved from said customer database, the accessing of said auxiliary content including comparing said user information with trigger data <u>for each</u> ~~logically associated with one or more~~ auxiliary <u>media</u> content <u>item to determine which auxiliary media content items are to be loaded and queued for playback</u> ~~items making up said auxiliary content~~;

storing a record indicating playback of said auxiliary content viewed using said client console;

uploading said playback record to said server; and

assessing a fee to said auxiliary content provider based upon said playback records accumulated by said server.

Claim 30 (Previously Presented): The method according to claim 29, wherein said user identifier data comprises a media ID for identifying said detachable storage media and said detachable storage media further contains an authentication code for enabling access to said server.

Claim 31 (Canceled).

Claim 32 (Previously Presented): The method according to claim 29, further comprising the step of selectively overriding playback of said auxiliary content, for enabling viewing of solely primary media content stored on a content database of said server.

Claim 33 (Currently Amended): A method of assessing a fee for auxiliary content comprised of advertisements stored on a detachable storage media to an auxiliary content provider, using a client console having said detachable storage media installable therein while connecting with a download management server through a bi-directional communications network, said method comprising the steps of:

determining whether said detachable storage media requires connection to said bi-directional communications network for operation in said client console;

establishing a communications link between said client console and said download management server, if it is determined that said detachable storage media requires connection to said bi-directional communications network;

transmitting user identifier data to said download management server;

downloading requested user information from said download management server to said client console;

determining whether a control function of said client console is enabled for permitting viewing of said auxiliary content;

extracting and loading an auxiliary content item ~~for which associated trigger data matches said user information~~, if it is determined that said control function is enabled, said auxiliary content item making up said auxiliary content, said extracting and loading of said auxiliary content item including comparing said downloaded user information with trigger data for each auxiliary content item to determine which auxiliary content item is to be loaded and queued for playback;

executing playback of said auxiliary content item;

creating a record indicating playback of said auxiliary content item, if said auxiliary content item is played using said client console;

uploading said playback record to said download management server; and

assessing a fee to said auxiliary content provider based upon said playback records accumulated by said download management server.

Claim 34 (Previously Presented): The method according to claim 33, further comprising the step of continuously polling to determine whether a user overrides playback of said auxiliary content during execution of primary content stored on a content database of said download management server.

Claim 35 (Previously Presented): The method according to claim 34, wherein said step of creating a record comprises the step of updating said playback record if said control function of said client console is first disabled and then enabled.

Claim 36 (Previously Presented): The method according to claim 35, wherein said step of uploading said playback record to said download management server occurs after or during playback of each item of said primary content.

Claim 37 (Previously Presented): The method according to claim 35, wherein said step of uploading said record to said download management server occurs after or during playback of each item of said auxiliary content.

Claim 38 (Previously Presented): The method according to claim 35, wherein said step of uploading record to said server occurs during a log off procedure to disconnect said client console from said download management server.

Claim 39 (Previously Presented): The method according to claim 33, wherein said user identifier data comprises a media ID for identifying said detachable storage media, and further comprising the steps of prompting the user for said user information and associating said user information with said media ID.

Claims 40-44 (Canceled).